



## OFFICE OF THE BRONX BOROUGH PRESIDENT

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Michael K. Powell  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

Dear Chairman Powell:

I urge you to not support the "a la carte" cable system currently being debated in Congress. This "a la carte" cable system approach would reduce or eliminate programming aimed at minority groups.

For too long, Hispanics, African-Americans and other minorities did not have programming that reflected their cultures and life experiences available. The explosion of cable programming over the past 20 years has provided numerous channels that reflect the diversity and experiences of all Americans. The "a la carte" system would destroy all progress we have made in cable programming to date.

In fact, channels like Telemundo, ESPN Deportes, BET, and TV One have succeeded under the current cable system primarily because of the way in which they were introduced: through bundling. When a new network is introduced, it is usually placed in a bundle with existing ad-supported popular channels, such as CNN, ESPN or Nickelodeon, allowing viewers the opportunity to try out the new channel. If consumers find the channels interesting, the channel will gain its own audience and enough advertising revenue to become profitable.

But through "a la carte" prices will rise, marginalizing minority groups due to the inevitable increase in overall system costs, which would require all consumers to have addressable converters to access "a la carte" programming. Fewer than half of U.S. cable households today subscribe to services requiring such converters.

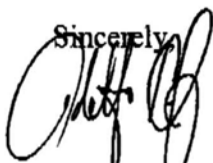
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Thus, for the tens of millions of customers who rely on "cable-ready" television sets, there could potentially be a 30% increase in the cost of the equipment alone in addition to the added costs from the channel fees.

That is why I'm appealing to you, Mr. Chairman, to tell Congress that you do not support the "a la carte" system. I ask that you help ensure the future of our diverse cable programming line-up.

Sincerely,



Adolfo Carrión, Jr